MARLBORO ULTRA LIGHTS

15-May

PORTLAND (RED/CORK)

WE	RETAIL AUDITS: TOTAL SHARE UNADJ.	RETAIL AUDITS: TOTAL SHARE ADJ.	RETAIL AUDITS: KINGS SHARE	RETAIL AUDITS: 100'S SHARE	RETAIL AUDITS: % B1G1F	EFF DIST OOS	FACTORY SHIPMENTS 4 WK AVG SHARE ADJUSTED	4 WK ICC SHARE @ ADJUSTED	INFOSCAN SHARE ADJUSTED	SPACE DIST
1/14							0.63	0.6	0.8	96
1/21	1.0	1.3	0.6	0.7	–	96(2)	0.55	0.6	0.7	96
1/28							0.54	0.6	0.8	96
2/4	0.9	1.1	0.6	0.5	–	96(2)	0.63	0.7	0.8	96
2/11							0.61	0.8	0.8	96
2/18	1.0	1.3	0.6	0.7	–	97(2)	0.63	0.7	0.8	96
2/25							0.61	0.8	0.8	96
3/4	1.1	1.4	0.6	0.8	–	97(0)	0.64	0.6	0.9(P)	96
3/11							0.66	0.6	0.9(P)	96
3/18	0.9	1.1	0.5	0.6	–	97(2)	0.69	0.6	0.9(P)	96
3/25							0.71	0.6	0.8(P)	96
4/1	1.0	1.3	0.6	0.7	–	97(0)	0.64	0.6	0.8(P)	96
4/8							1.06	0.6	0.9(P)	96
4/15	0.9	1.1	0.5	0.6	–	95(3)	1.03	0.6	0.8(P)	96
4/22							1.14	0.6	1.1(P)	96
4/29	1.1	1.4	0.5	0.8	–	96(4)	1.14			96
5/6							0.74			96
5/13							0.71			

(P) PRELIMINARY

@ Includes 1 distributor representing 34% of the trading area's volume

INDIANAPOLIS (BLUE/WHITE)

WE	RETAIL AUDITS: TOTAL SHARE UNADJ.	RETAIL AUDITS: TOTAL SHARE ADJ.	RETAIL AUDITS: KINGS SHARE	RETAIL AUDITS: 100'S SHARE	RETAIL AUDITS: % B1G1F	EFF DIST/ OOS	FACTORY SHIPMENTS 4 WK AVG SHARE ADJ.	4 WK ICC SHARE@@ ADJ.	INFOSCAN SHARE ADJ.	SPACE DIST
1/14							0.74	1.0	1.4	97
1/21	1.6	1.6	0.9	0.7	–	89(3)	0.73	0.9	1.4	97
1/28							0.80	0.8	1.3	97
2/4							1.06	0.8	1.4	97
2/11							1.13	0.8	1.4	97
2/18	1.5	1.5	0.8	0.7	–	92(0)	1.11	0.8	1.4	97
2/25							1.12	0.8	*1.5	97
3/4	1.7	1.7	1.0	0.7	–	93(4)	1.03	0.8	1.4(P)	97
3/11							1.04	0.9	1.4(P)	97
3/18	1.8	1.8	1.0	0.8	–	80(5)	0.96	0.9	1.6(P)	97
3/25							0.90	1.0	1.8(P)	97
4/1	1.7	1.7	1.0	0.7	–	91(7)	0.80	1.1	1.8(P)	97
4/8							0.88	1.1	1.8(P)	97
4/15	1.8	1.8	1.0	0.8	–	91(8)	0.91	1.1	1.8(P)	97
4/22							0.95	1.1	1.8(P)	97
4/29	1.6	1.6	0.9	0.7	–	93(6)	0.98			97
5/6							0.86			97
5/13							0.89			

* 2 Distributors reporting

3 Distributors reporting

@@ Includes 2 distributors representing 4% of the trading area's volume

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